

## ABSTRACT OF THE DISCLOSURE

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The present invention relates to a data contents processing method and apparatus for processing and displaying data contents in relation with a TV program in a DVT having a browser function. The data contents processing method according to the present invention includes the steps for: separating audio/video (A/V) signals and data contents upon receipt of a broadcast signal and extracting information on the currently received channel and a program identifier; constructing a database by forming an integrated information of a channel/program identifier information and data contents in connection with each other; controlling the conversion of data contents by checking whether or not the data contents to be displayed are consistent with the current A/V signal according to the integrated information; and, when the data contents is converted to thus select a user-desired data contents, displaying the A/V signal and the data contents.